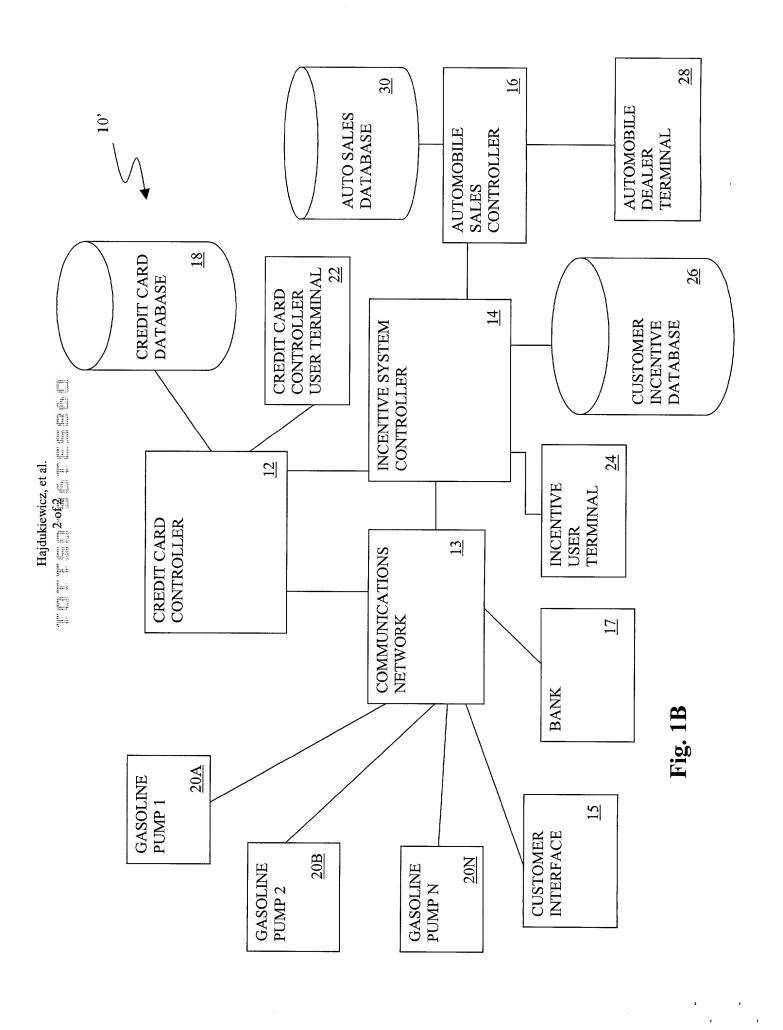
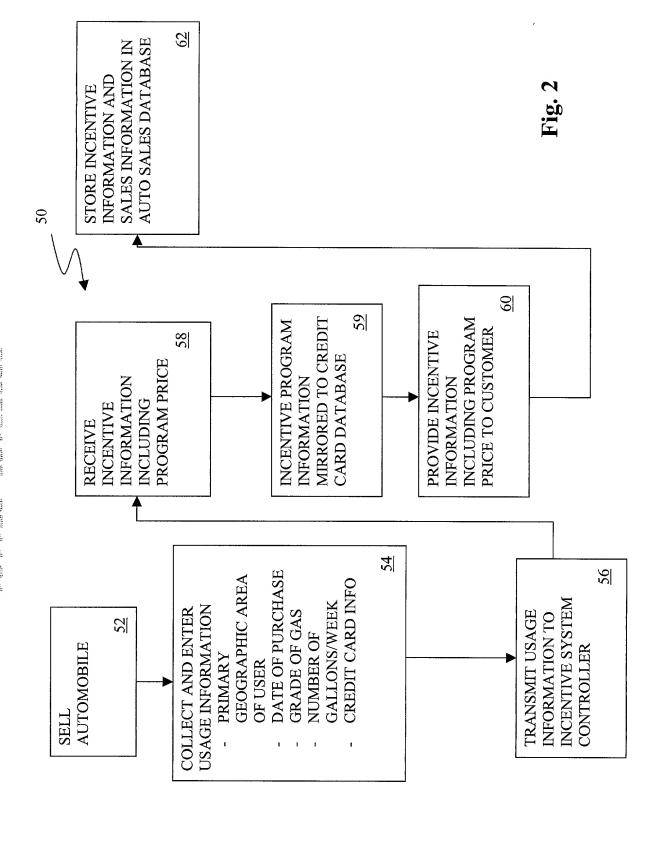
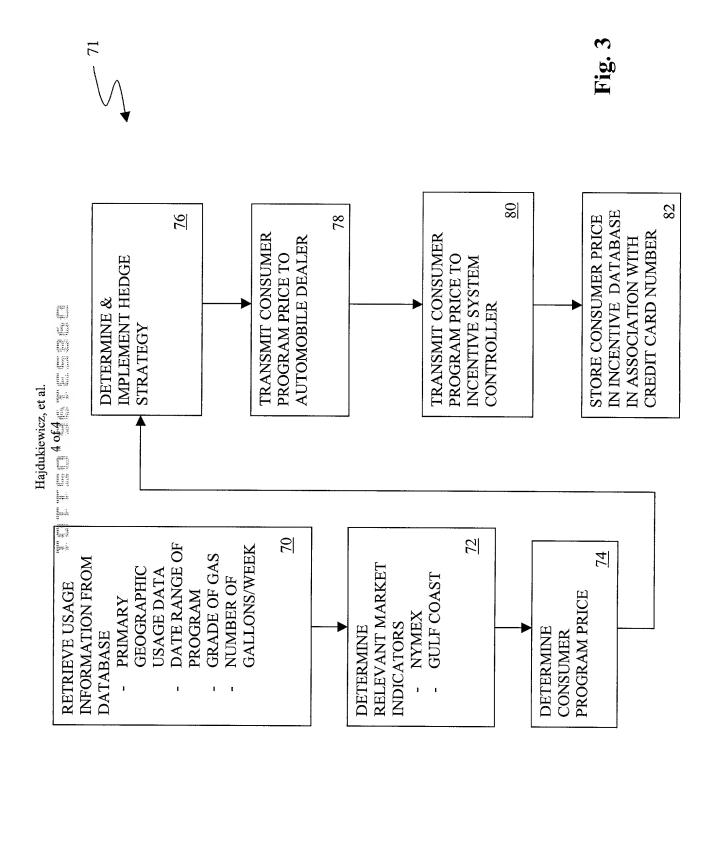
<u>28</u> 16 30 AUTOMOBILE 10 **AUTO SALES** DATABASE AUTOMOBILE CONTROLLER TERMINAL DEALER SALES 22 **USER TERMINAL** <u>26</u> CONTROLLER CREDIT CARD 14 INCENTIVE SYSTEM CONTROLLER CUSTOMER INCENTIVE DATABASE The same union union given and office and given are same given and 24 12 USER TERMINAL INCENTIVE CREDIT CARD DATABASE 18 CREDIT CARD CONTROLLER 20N GASOLINE PUMP N 20A 20B GASOLINE PUMP 1 GASOLINE PUMP 2

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106 86 INCENTIVE REBATE CUSTOMER CREDIT CARD STATEMENT CREDIT CARD NUMBER CUSTOMER INCENTIVE TRANSMITTED FROM CONTROLLER TO APPLIED TO CUSTOMER AND PURCHASE INFORMATION CREDIT CARD CONTROLLER CUSTOMER INCENTIVE REBATE TRANSMITTED 90 FROM CUSTOMER 96 CONTROLLER TO TRANSMITTED TO CREDIT CREDIT CARD CREDIT CARD NUMBER CONTROLLER INCENTIVE CARD CONTROLLER AND PURCHASE INFORMATION INCENTIVE REBATE CONTROLLER CALCULATES 94 CUSTOMER GASOLINE WITH INCENTIVE CUSTOMER CREDIT CARD CUSTOMER PAYS FOR CUSTOMER INCENTIVE RETRIEVES CUSTOMER CUSTOMER INCENTIVE INFORMATION FROM 92 **BRAND AND** CUSTOMER GASOLINE CONTROLLER SELECTS STATION INCENTIVE DATABASE

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Fig. 44

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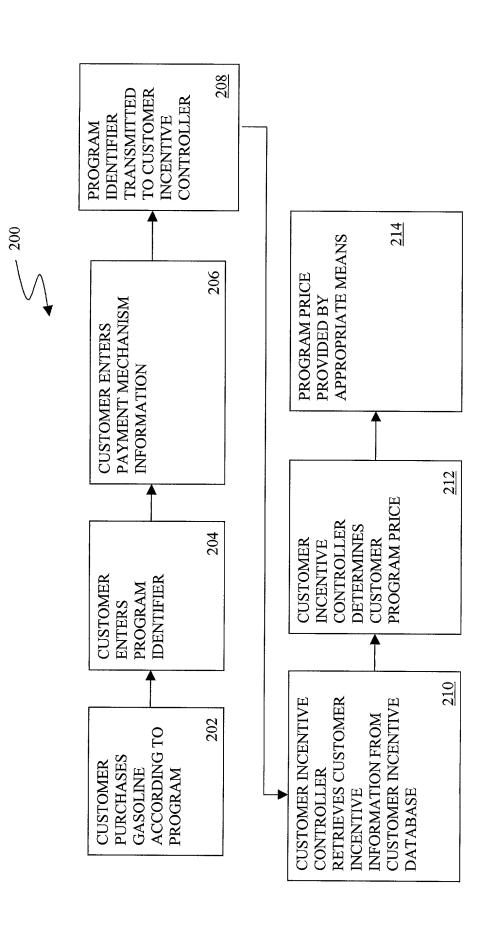


Fig. 4F

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INFORMATION DATE RANGE DATE RANGE PURCHASE PURCHASE PROGRAM PROGRAM 36G DATE, DATE, DATE GALLONS CUSTOMER INCENTIVE DATABASE RECORD 36 MONTH 36F USED THIS 15 40 PROGRAM 36E PRICE \$1.50 \$1.60 GALLONS/MONTH GALLONS/MONTH GAS QUANTITY 36D 100 40 90 OCTANE BRAND OCTANE BRAND A GRADE 36C GAS 68 INFORMATION CREDIT CARD 123-4567-8910 234-5678-9101 36B CUSTOMER JANE DOE 36A NAME JOHN SMITH 37A 37B

Fig. 5A

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SPONSOR ID, FEE DATA SPONSOR ID, FEE DATA INFORMATION 36H SPONSOR DATE RANGE DATE RANGE INFORMATI PURCHASE DATE, **PURCHASE** PROGRAM PROGRAM CUSTOMER INCENTIVE DATABASE RECORD 36' 36G DATE, DATE GALLO MONT H 36F NS USED THIS 40 15 **PROGRAM** 36E PRICE \$1.50 \$1.60 QUANTITY GALLONS/ GALLONS/ 36D MONTH MONTH GAS 100 40 **BRAND A BRAND A** OCTANE OCTANE GRADE 36C GAS 68 90 123-4567-8910 **PROGRA** IDENTIFI 234-5678-9101 36B ER Z JANE DOE ER NAME CUSTOM 36A JOHN SMITH

Fig. 5B

37B

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\$0.15/GALLON \$0.20/GALLON 40F TAXES GASOLINE PURCHASE DATABASE RECORD 40 \$2.25/GALLON \$2.00/GALLON PUMP PRICE 40E RETAIL GALLONS OF **PURCHASED** 40D GAS 10 20 40C GRADE GAS 89 90 CREDIT CARD INFORMATION 123-4567-8910 234-5678-9101 40B HLIMS NHOI CUSTOMER JANE DOE 40A NAME 41A 41B

Fig. 6

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,44E AUTOMOBILE SALES DATABASE RECORD 44 44D

	CUSTOMER NAME	CUSTOMER INFORMATION & CREDIT CARD NUMBER	CUSTOMER INCENTIVE INFORMATION	INCENTIVE DATE INFORMATION	AUTOMOBILE SALES INFORMATION
45A	JOHN SMITH	123-4567-8910	89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z
45B	JANE DOE	234-5678-9101	90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L

Fig. 7

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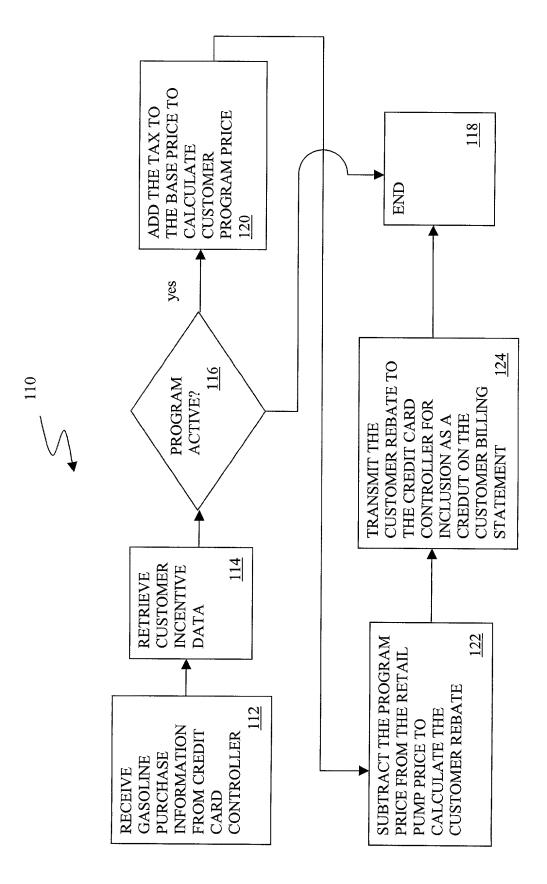


Fig. 8

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## SAMPLE CALCULATION SPREADSHEET 111

	VARIABLE	COSTOR	DESCRIPTION OF VARIABLE OR
		QUANTITY	CALCULATION
<u></u>	GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
	RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
	TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
•	TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
.411	PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
120,	TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
122,	REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE – TOTAL CUSTOMER INCENTIVE PRICE

Fig. 9

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CREDIT CARD DATABASE RECORD 32	32E <b>→</b>	OTHER CUSTOMER INFORMATION	ADDRESS, ACCOUNT INFORMATION, ETC.	ADDRESS, ACCOUNT INFORMATION, ETC.
	32D	INCENTIVE PROGRAM INFORMATION	AUTOMOBILE MANUFACTURER A	AUTOMOBILE ADDRESS, MANUFACTURER A ACCOUNT INFORMAT
	32C	INCENTIVE PROGRAM MEMBER?	YES	YES
	32B	CUSTOMER CREDIT CARD INFORMATION	123-4567-8910	234-5678-9101
	32A	CUSTOMER NAME	JOHN	JANE DOE
			33A	33B

Fig. 10

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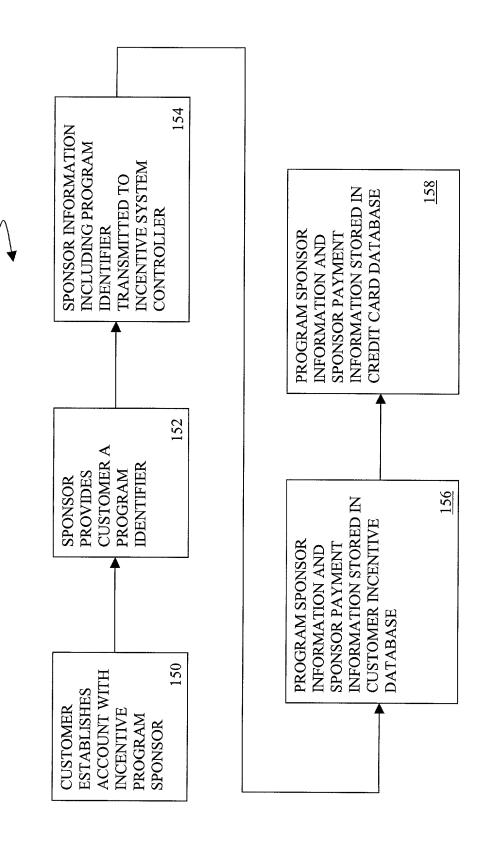


Fig. 1

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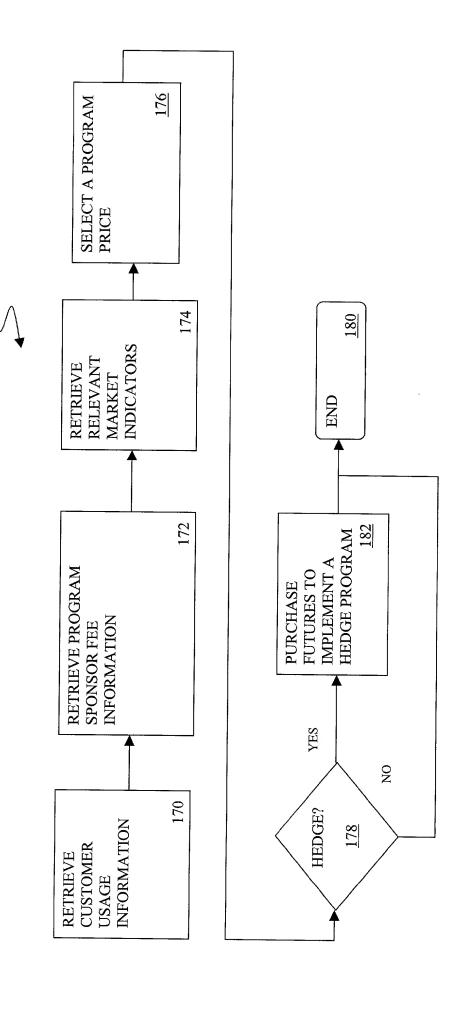


Fig. 12